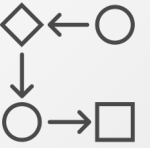


Customer Journeys

Verdict: Re-evaluate customer experience.

What you can do?

- Your Customer Journeys score (=2.9) is significantly higher than your scores on other three dimensions (Strategy=0.8, Culture=2.1 and Capabilities=1.5). Re-evaluate the customer experience on the journeys with front-office staff like call center or branch agents and if possible, directly with the customers.
- Your customer experience might be driven by a high-touch sales team, which can explain higher than expected score on this dimension. If that's the case, ask yourself:
 - *Can you scale a business model that requires a high-touch sales team for all customers?*
 - *Are there opportunities to improve or sustain customer experience through digital technologies that would allow your sales team to focus on high-value customer work?*
- Prioritize the customer journeys that are critical for your organization, understand customer's pain-points on those journeys and ideate on opportunities to improve the experience.



Why this is important?

- Customer experience on end-to-end journeys, and not on individual touchpoints, is a leading indicator of financial performance of an organization.